

Supporting Military Families

Rick Phillips

Assistant Vice President
Military and Government
Business
Atlas Van Lines Inc.



Supporting Military Families

French ambassador to New Zealand,
Jacques le Blanc.

Statement to the press before Frances' nuclear weapons test in the Pacific.

**“I do not like this word
“bomb”. It is not a bomb.
It is a device that explodes**



Supporting Military Families

David Miller, US DOE spokesperson,
on protecting yourself from nuclear radiation

**“All you have to do is go
down to the bottom of
your swimming pool
and hold your breath”**



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General George S. Patton instructions on where to find the battle.

“Just drive down the road until things start blowing up”



Supporting Military Families

Industry Changes

■ Business and customer models are changing

- National and GSA customers look more like COD



Supporting Military Families

Industry Changes

■ **Families First is going to represent the first major change in the way industry has done business with the DoD in over 20 years**

□ Industry will have to re-think

- Business Models
- Customer Models



Supporting Military Families

Changing Business Models

■ Business will no longer be given out solely on price

☐ Tariff 400NG

- Similar to 400N

- No “Me Too”

☐ Full Replacement Valuation

☐ No cycling of LOI's

- No second chance for poor performance



Supporting Military Families

Changing Business Models

- **Families First will be a consumers driven program**
 - 70% quality performance
 - Customer Satisfaction
 - TOS says one time placement
- **Military Families, looking more like a National Account Families**



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Changing Customer Models

- **When we leave the house our performance is being scored.....**
 - ☐ Professionalism
 - ☐ Quality
 - ☐ Overall expectations of the move
- **Just like a National Account, every move is being evaluated**
 - ☐ That evaluation affects our business



Supporting Military Families

Personal Property Shipment Survey

Question 4: Evaluate services provided at origin such as the quality of packing and the condition of the property.

Question 5: Evaluate services provided at origin such as the care, courtesy and attitude of the loading crew.

Question 6: Evaluate how satisfied you were with the timeliness of the pickup of your personal property by the TSP (carrier):

Question 7: Evaluate services provided at destination such as the care, courtesy and attitude of the crew at unloading and unpacking:

Question 8: Evaluate how satisfied you were with the timeliness of the delivery of your personal property by the TSP (carrier):

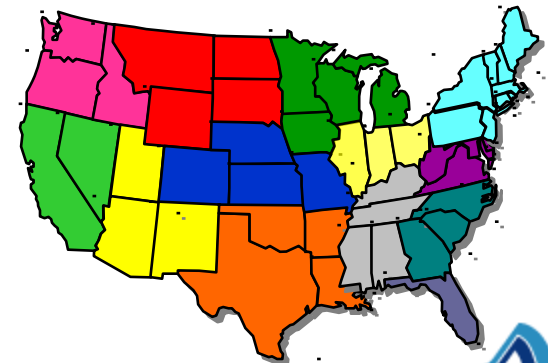
Excellent — 12 Points

Good — 9 Points

Satisfactory — 6 Points

Poor — 3 Points

Unsatisfactory — 0 Points



Supporting Military Families

Personal Property Shipment Survey

Question 9: Evaluate your overall satisfaction with the moving company's timeliness, professionalism and responsiveness in all phases of your move from first contact through delivery, including any follow up:

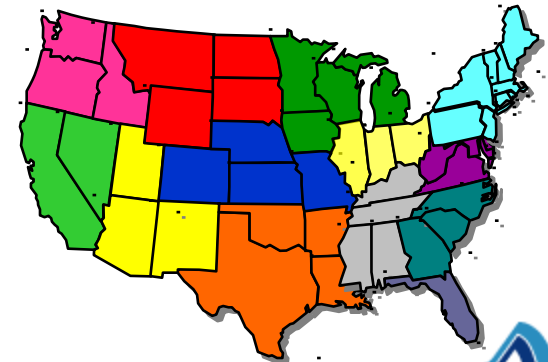
Excellent — 40 Points

Good — 30 Points

Satisfactory — 20 Points

Poor — 10 Points

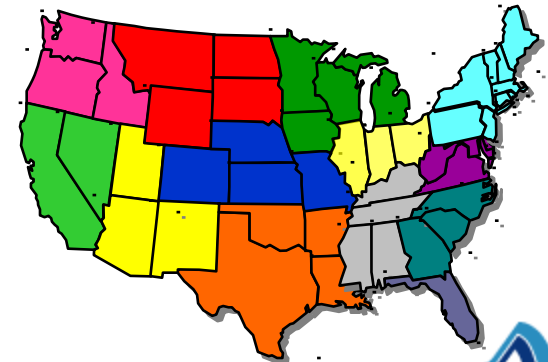
Unsatisfactory — 0 Points



Supporting Military Families

Personal Property Shipment Survey

- Driver did not show up on time, they arrived 30 minutes late.....Score 65
- Movers were rude, repacked items already packed in storage container.....Score 38
- Items in bedroom not packed, driver had to finish packing the next day.....Score 77
- Had problems right from the start, coordinating with my squadron for days off was difficult ...Score 65
- Great job.....Score 37



Supporting Military Families

“Never tell people how to do things. Show them what to do and they will surprise you with their ingenuity.”

General George Patton Jr.



Supporting Military Families

Improving Customer Satisfaction

■ Starts at the street level

- ☐ Education

- ☐ Communication

■ Every customer's perception of quality is different



Supporting Military Families

Improving Customer Satisfaction

■ Does the customer really understand what's happening on moving day

- ☐ Develop pre-move survey
 - What issues are important to them
 - Know your customer
- ☐ SDDC Survey
 - Explain the process



Supporting Military Families

Improving Customer Satisfaction



3

Spot #: ST06099

Topic: Families First

Title: "Improve Your Move"

Tag: n/a

Producer: Jason Stoughton

TRT: :29

Date: 12/22/06



Supporting Military Families

Improving Customer Satisfaction

- **Industry takes a great deal of pride in what they do**
 - ☐ Family owned business
 - ☐ Second or third generation
- **Honor to work with military families**
 - ☐ Providing quality service is our number one goal



Supporting Military Families

“If everyone is thinking alike, someone is not thinking.”

General George Patton, Jr.



Supporting Military Families

Improving Customer Satisfaction

- Every TSP is unique
- Approach to customer satisfaction will be different
 - ☐ Size
 - ☐ Ownership
 - ☐ Mix of business
 - ☐ IT systems



Supporting Military Families

Improving Customer Satisfaction

■ Atlas business model

☐ Agency Owned

■ 400 prime domestic agents

- ☐ 38% of these locations are owned by Atlas Agent Stockholder/Owners_

■ Atlas Agent Board of Directors

■ Longevity in management

- ☐ Average senior manager 21 years
- ☐ Average manager 15 years

■ Self Hauling Carrier

- ☐ 4585 power units
- ☐ 4916 trailers

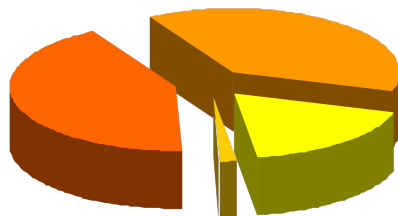


Supporting Military Families

Improving Customer Satisfaction

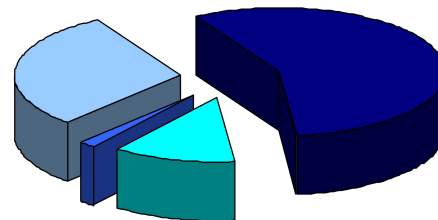
Revenue of nine other major van lines in 2006

- Corporate - 36.8%
- Military - 19.3%
- GSA - 1.7%
- COD - 42.2%



Revenue for Atlas in 2006

- Corporate - 55%
- Military - 13.4%
- GSA - 2.1%
- COD - 29.5%



Source: AMSA Monthly 10 Carrier Market Report YTD.



Supporting Military Families

Improving Customer Satisfaction

■ 2006 Atlas' DoD business

- Over 13,000 military families
- \$46 million in DoD business



Supporting Military Families

Improving Customer Satisfaction

■ Changing industry business models

□ Technology; provide a multi level communication system

- Headquarters
- Agents
- Drivers
- Customers



Not afraid to pick our neck out.

While some are content to stay on the porch, your Atlas team is chewing down new ideas to bring you industry-leading solutions.

- **Letter Certificates** – for added safety and security
- **Trailer Tracking** – to monitor the precise location of your belongings known at all times.
- **Real** – a premium, specialized service staff and flexible for your smaller shipments.

Payroll for us on in action just while. We're already off the porch. Connect us today at 800-810-Atlas.

What else would you expect from your best friend in relocation?

Atlas

integrity · quality · solutions

global relocation · services · recruiting · logistics · travel

www.atlasrelocation.com

Head Office: New York, NY 10017-1000 | New York, NY 10017-1000 | New York, NY 10017-1000

1-800-810-Atlas



Supporting Military Families

Improving Customer Satisfaction

■ Consumer programs; must appeal to a broader audience

- ☐ Not marketing to business segments
- ☐ Marketing to families
- ☐ Proactive 24/7 customer service approach



Not afraid to pick our neck out.

While some are content to stay on the porch, your Atlas team is chewing down new ideas to bring you military-leading solutions.

- **Letter Certificates** – for added safety and security
- **Trailer Trailers** – to make the precise location of your belongings known at all times.
- **Personal** – a premium, personalized service with and flexible for your entire shipment.

Payroll for us as we in action just ahead. We're already off the porch. Connect us today at 800-840-6881.

What else would you expect from your best friend in relocation?

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integrity • quality • solutions

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Head Office: New York, NY 10019-1000 | New York, NY 10019-1000 | New York, NY 10019-1000

1-800-840-6881



Supporting Military Families

Improving Customer Satisfaction

Atlas World-Class Performance Evaluation

Criteria	Agency Quarterly Statistics				World-Class Standards	
	1st	2nd	3rd	4th	Cumulative	Standard
Customer Satisfaction Rating						4.10
Facility Rating						3.00
Labor Certification Rating						100 %
Weight Estimating Accuracy Percentage						70.00
Uniform Compliance Percentage						85.00
Equipment Qualification Percentage						95.00
Equipment Painted Atlas Specs Percentage						90.00
Hauling Claims Ratio						3.50
Packing Claims Ratio						3.50
Warehouse Claims Ratio						9.00
Technology Rating						100%
Safety Points Average						50.00



Supporting Military Families

Improving Customer Satisfaction

Atlas World-Class Performance Evaluation

Criteria	Agency Quarterly Statistics				World-Class Standards	
	1st	2nd	3rd	4th	Cumulative	Standard
Customer Satisfaction Rating						4.10
Facility Rating						3.00
Labor Certification Rating						100 %
Weight Estimating Accuracy Percentage						70.00
Uniform Compliance Percentage						85.00
Equipment Qualification Percentage						95.00
Equipment Painted Atlas Specs Percentage						90.00
Hauling Claims Ratio						3.50
Packing Claims Ratio						3.50
Warehouse Claims Ratio						9.00
Technology Rating						100%
Safety Points Average						50.00



Supporting Military Families

Improving Customer Satisfaction

Quality Standards Passed	July 1, 2004 – June 30, 2005 Convention Year		July 1, 2005 – June 30, 2006 Convention Year	
	Agents Attaining	Percentage of Total	Agents Attaining	Percentage of Total
12	63	16.7%	56	14.9%
11	98	26.0%	66	17.5%
10	82	21.8%	108	28.6%
9	64	17.0%	73	19.4%
8	44	11.7%	47	12.5%
7	15	4.0%	15	4.0%
6	8	2.1%	11	2.9%
5 or Less	3	0.8%	1	0.3%
Total	377	100.0%	377	100.0%



Supporting Military Families

Improving Customer Satisfaction

■ Changed the rules

- Raised the bar on quality

- Packing Claims Ratio
- Weight Accuracy
- Technology
- Labor Certification

■ Quality must constantly be reviewed, and redefined



Supporting Military Families

Improving Customer Satisfaction

Quality Performance - Summary

Code: Agency Name: Agency City: San Antonio State: TX Atlas Speed Dial: 0621 Select Report: [v]

Basic | Contacts | Communications | Warehouses | Programs/Awards | Directions | Branches | Addl Info | Quality Performance | Fleet/Safety

Quarter Ending: 03/31 2007 Submit

Criteria	Quarterly Statistics						Atlas Standard
	03/31/2007 QTR	12/31/2006 QTR	09/30/2006 QTR	06/30/2006 QTR	4 Qtrs Cumulative	Convention YTD Cumulative	
Customer Satisfaction	4.78	4.14	3.92	4.67	4.33	4.22	4.10
Facility Rating	5.00	5.00	5.00	5.00	5.00	5.00	3.00
Labor Certification	100.00	100.00	60.00	100.00	100.00	100.00	100.00
Wght. Est. Accuracy	73.08	69.01	79.44	74.29	74.54	74.61	70.00
Uniform Compliance	100.00	91.67	87.50	94.44	92.86	92.11	85.00
Equipment Qualific.	100.00	96.36	100.00	95.56	98.00	98.71	95.00
Equipment Atlas Spec.	100.00	100.00	100.00	100.00	100.00	100.00	90.00
Technology Rating	100.00	50.00	16.67	100.00	100.00	100.00	100.00
Hauling Claims Ratio	4.16	2.16	3.52	1.32	2.69	3.16	3.50
Packing Claims Ratio	2.90	5.47	0.89	0.47	2.17	2.70	3.50
Warehouse Claims Ratio	9.96	8.57	3.66	1.20	5.42	6.89	9.00
Safety Points Average	15.97	10.56	13.63	14.36	13.48	13.22	50.00

Done

Start Nov... Micr... My ... Atla... Age... Iml... AOL Search Go 100% 1:27 PM



Supporting Military Families

Technology

■ Web based

☐ Windows format

- Easy to understand
- Drastic reduction in cost
- Access of information

■ Centralized Dispatch;

☐ Local/Intra/Inter

■ Information sharing

- Reports
- Document scanning



Supporting Military Families

Technology

AtlasNet, centralizes

- OA/Hauler/DA
- Estimating
- Billing
- Reports
- Customer Information
- Driver Information
- Imaged Documents

Edit Shipment - Microsoft Internet Explorer

Dispatch Planning - Edit Shipment

Add New Shipment **Get Shipment** **Estimate** **Insert Stop** **Copy**

Shipment **Trip** **Haul Mode** **Booking Div** **Payment**

Ship Na/Ord By **Nat Acct (Entity)** **Bill To**

Booker **Salesperson** **CSR**

Origin Agent **Estimator** **Destination Agent**

Origin Agent To

☒ Survey ☐ Cover Pkup ☐ Estimate

Fgt Fwdr **Packing Type** **Unpacking Type**

BLAIR MOVING & S

Dispatch Remarks

Request Reweigh ☐ **Get Wt Ticket** ☐ **Avail Resource Mgmt** ☒

Last Location/Date:

Order Start Date 4/27/2007 **Order Load Date** 4/27/2007

Origin Info (Trip: 2042739):

Leg Hauler: 1136 Imlach Group **Carrier:**

Driver: 6976 Rendon, Harry **Tractor:** 46724 **Trailer:** 11659AE

Origin Loc Name

Address 1

Address 2

Address 3

Company ID 30576948 **Check**

Event (Stop Type) Live Load **WA Dates**

Agr Date From 04/27/2007 **12:00 AM**

Agr Date To 04/27/2007 **11:59 PM**

Services

Pack Agt 1136

Pack Dt 04/27-

Survey Agt 1136

Start **Novell** **Micros** **My Pic** **AtlasH** **PAULS** **AOL Search** **Go** **100%** **1:46 PM**



Supporting Military Families

Technology

Edit Shipment - Microsoft Internet Explorer

2042739 Self Haul RSG 409 Shipment

Ship Na/Ord By Nat Acct (Entity) Bill To
#0006520 DEFENSE FINANCE DEFENSE FINANCE
Booker Salesperson CSR
1136 01 HENCARD
IMLACH MOVERS GREGG IMLACH
Origin Agent Estimator Destination Agent
1136 0138
IMLACH MOVERS ACTION MOVING &
Origin Agent To

☒ Survey ☐ Cover Pkup ☐ Estimate

Fgt Fwdr Packing Type Unpacking Type
0433 Packing Unpacking

BLAIR MOVING & S
Dispatch Remarks
ALL EXTRA CALL HENRIETTA/1136 MILITARY
STYLEINV1136 ATW/ MILITARY SHIPMENT FOR
BLMG/ "V" PRICING I.D. APPLIES. RETURN PAPERWORK
TO HENRIETTA/ WITHIN 24 HRS OF LOAD

☐ Request Reweigh ☐ Get Wt Ticket ☒ Avail Resource Mgmt
Last Location/Date:
Order Start Date: 4/27/2007 Order Load Date: 4/27/2007

Est Weight Act Weight Bag Piles Total Piles
600 100
Est Lnhl Est Chgs Est Lnhl
201.00 0.00 201.00 0.00

Payment Timing Notify Of Charges COD Col Amt
Billed 0.00 0.00

Billed Discs Type Discount
0

Tariff/Section Pricing Meth Credit Opt 11 Max Chgs
D11 03 F97V

Commodity
3 - USED HHG FREIGHT FORWARDER

Valuation Type Valuation PO Number
Depreciated Value 1.25

☐ Financial View ☒ Images ☒ Govt/Military
☐ Barcode Inventory ☐ References ☒ Auths/Dates
☐ Adjustments ☐ Agent Extra Info ☐ Special Service
☐ Authorizations

Origin Info (Trip-2042739):
Leg Hauler: 1136 Imlach Group Carrier:
Driver: 6976 Rendon, Harry Tractor: 46724 Trailer: 11659AE

Origin Loc Name Company ID 30576948 Check
Address 1
Address 2
Address 3
City RANDOLPH AFB
State/Zip/County TX 78150 BEXAR
Country UNITED STATES OF AMERICA
Primary Phone Ext
Secondary Phone Ext

Event (Stop Type) Live Load ☐ WA Dates
Agr Date From 04/27/2007 12:00 AM
Agr Date To 04/27/2007 11:59 PM
Actual Date 04/27/2007 12:00 AM

Primary Contact
Secondary Contact
Primary Email
Secondary Email

Services
☒ Pack Agt 1136
☒ Pack Dt 04/27-
☒ Survey Agt 1136
☒ Survey Dt 04/27

Document Imaging



Supporting Military Families

Technology

Document Imaging

- Reduce cost
- Reduce staffing
- Reduce additional handling
- Errors from additional handling
- Lost documentation
- Missed placed documentation
- Tracing missing documentation
- Reduce customers cost

The screenshot shows a web-based form for a military move. The form is divided into several sections. The top section contains fields for 'Ship Na/Ord By', 'Nat Acct (B)', 'Booker', 'Origin Agent', and 'Origin Agent To'. The middle section contains 'Fgt Fwdr', 'Packing Type', 'Dispatch Remarks', and 'Request Reweigh'. The bottom section contains 'Origin Info (Trip-2042739)', 'Leg Hauler', 'Driver', 'Origin Loc Name', 'Address 1', 'Address 2', 'Address 3', 'City', 'State/Zip/County', 'Country', and 'Primary Phone'. A yellow box highlights the 'Document Imaging' section, which contains a list of checkboxes for document imaging options: 'LD Claims', 'Misc', 'Original DD619', 'Original DD6191', 'Original Or Certified GBL', 'Original Or Certified GBL', 'Overcharge Claim', 'Packing DD619', 'Pending BL', 'Perf Report MoveOrder PD Auth', 'PO Auth GBL', 'PPI Count', 'Questionnaire', and 'Reg Card'. The 'Original Or Certified GBL' checkbox is checked. The 'Actual Date' is 04/27/2007 12:00 AM. The 'Survey Dt' is 04/27/2007. The 'Primary Contact' is 'PAU...'. The 'Secondary Email' is 'PAU...'. The 'AOL Search' button is visible at the bottom right.



Supporting Military Families

Technology

Document Imaging

Speed up the moving process

Provides a clear and legible transfer of information

BILL OF LADING			
1. TRANSPORTATION COMPANY (Name and address)		2. TO ORDER OF (Name and address)	
3. REQUESTED PICKUP DATE		4. REQUESTED DELIVERY DATE	
5. EXTRA PICKUP/DELIVERY (Specify)		6. SERVICE NOT APPLICABLE	
7. RECEIVED BY (Name and address)		8. RECEIVED BY (Name and address)	
9. RECEIVED BY (Name and address)		10. RECEIVED BY (Name and address)	
11. RECEIVED BY (Name and address)		12. RECEIVED BY (Name and address)	
13. RECEIVED BY (Name and address)		14. RECEIVED BY (Name and address)	
15. RECEIVED BY (Name and address)		16. RECEIVED BY (Name and address)	
17. RECEIVED BY (Name and address)		18. RECEIVED BY (Name and address)	
19. RECEIVED BY (Name and address)		20. RECEIVED BY (Name and address)	
21. RECEIVED BY (Name and address)		22. RECEIVED BY (Name and address)	
23. RECEIVED BY (Name and address)		24. RECEIVED BY (Name and address)	
25. RECEIVED BY (Name and address)		26. RECEIVED BY (Name and address)	
27. RECEIVED BY (Name and address)		28. RECEIVED BY (Name and address)	
29. RECEIVED BY (Name and address)		30. RECEIVED BY (Name and address)	
31. RECEIVED BY (Name and address)		32. RECEIVED BY (Name and address)	
33. RECEIVED BY (Name and address)		34. RECEIVED BY (Name and address)	
35. RECEIVED BY (Name and address)		36. RECEIVED BY (Name and address)	
37. RECEIVED BY (Name and address)		38. RECEIVED BY (Name and address)	
39. RECEIVED BY (Name and address)		40. RECEIVED BY (Name and address)	
41. RECEIVED BY (Name and address)		42. RECEIVED BY (Name and address)	
43. RECEIVED BY (Name and address)		44. RECEIVED BY (Name and address)	
45. RECEIVED BY (Name and address)		46. RECEIVED BY (Name and address)	
47. RECEIVED BY (Name and address)		48. RECEIVED BY (Name and address)	
49. RECEIVED BY (Name and address)		50. RECEIVED BY (Name and address)	
51. RECEIVED BY (Name and address)		52. RECEIVED BY (Name and address)	
53. RECEIVED BY (Name and address)		54. RECEIVED BY (Name and address)	
55. RECEIVED BY (Name and address)		56. RECEIVED BY (Name and address)	
57. RECEIVED BY (Name and address)		58. RECEIVED BY (Name and address)	
59. RECEIVED BY (Name and address)		60. RECEIVED BY (Name and address)	
61. RECEIVED BY (Name and address)		62. RECEIVED BY (Name and address)	
63. RECEIVED BY (Name and address)		64. RECEIVED BY (Name and address)	
65. RECEIVED BY (Name and address)		66. RECEIVED BY (Name and address)	
67. RECEIVED BY (Name and address)		68. RECEIVED BY (Name and address)	
69. RECEIVED BY (Name and address)		70. RECEIVED BY (Name and address)	
71. RECEIVED BY (Name and address)		72. RECEIVED BY (Name and address)	
73. RECEIVED BY (Name and address)		74. RECEIVED BY (Name and address)	
75. RECEIVED BY (Name and address)		76. RECEIVED BY (Name and address)	
77. RECEIVED BY (Name and address)		78. RECEIVED BY (Name and address)	
79. RECEIVED BY (Name and address)		80. RECEIVED BY (Name and address)	
81. RECEIVED BY (Name and address)		82. RECEIVED BY (Name and address)	
83. RECEIVED BY (Name and address)		84. RECEIVED BY (Name and address)	
85. RECEIVED BY (Name and address)		86. RECEIVED BY (Name and address)	
87. RECEIVED BY (Name and address)		88. RECEIVED BY (Name and address)	
89. RECEIVED BY (Name and address)		90. RECEIVED BY (Name and address)	
91. RECEIVED BY (Name and address)		92. RECEIVED BY (Name and address)	
93. RECEIVED BY (Name and address)		94. RECEIVED BY (Name and address)	
95. RECEIVED BY (Name and address)		96. RECEIVED BY (Name and address)	
97. RECEIVED BY (Name and address)		98. RECEIVED BY (Name and address)	
99. RECEIVED BY (Name and address)		100. RECEIVED BY (Name and address)	

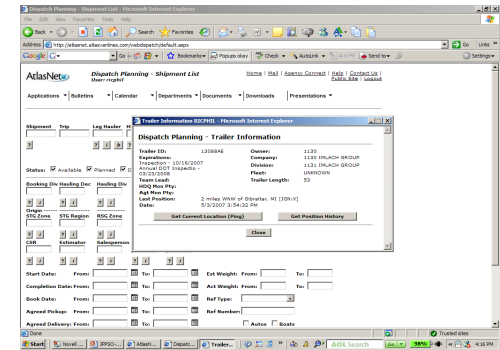


Supporting Military Families

Shipment Tracking

■ Trailer Tracking

- ☐ All Atlas Trailers are equipped with GPS
- ☐ All trailers tracked twice a day
- ☐ Location of unit within 300 ft
- ☐ Agents can track 24/7



Supporting Military Families

Shipment Tracking

Dispatch Planning - Shipment List - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites

Address http://atlasnet.atlasvanlines.com/webdispatch/default.aspx

Google

AtlasNet Dispatch Planning - Shipment List User: ricphil

Applications Bulletins Calendar Departments

Shipment Trip Leg Hauler

Status: ☒ Available ☒ Planned ☒ D

Booking Div Hauling Dec Hauling Div

Origin STG Zone STG Region RSG Zone

CSR Estimator Salesperson

Start Date: From: To: Est Weight: From: To:

Completion Date: From: To: Act Weight: From: To:

Book Date: From: To: Ref Type:

Agreed Pickup: From: To: Ref Number:

Agreed Delivery: From: To: Autos Boats

Trailer Information

Dispatch Planning - Trailer Information

Trailer ID: Expirations: Inspection - 10/16/2007 Annual DOT Inspection 03/23/2008 Team Lead: HDQ Mon Pty: Agt Mon Pty: Last Position: 2 miles WNW of Gibraltar, MI [IGN:X] Date: 5/3/2007 3:54:32 PM

Fleet: UNKNOWN Trailer Length: 53

Get Current Location (Ping) Get Position History

Close

Done

Start Novell JPPSO-... AtlasH... Dispatch... Trailer... AOL Search Go 98% 4:16 PM

- Mapping program pin point to street level
- Driver contact information
- Trailer History



Supporting Military Families

ASIST (Atlas System for Internet Shipment Tracking)

- Customer name
- GBL or Registration Number
- Shipment Status
 - ☐ Pending, in transit, or delivered
- Current GPS location in consumers terms
- Contact information; origin and destination
 - ☐ Address
 - ☐ Phone number
 - ☐ Agreed delivery dates


www.atlasworldgroup.com



Supporting Military Families

ASIST (Atlas System for Internet Shipment Tracking)


Atlas ASIST - Track Your Shipment - Microsoft Internet Explorer



integrity | quality | solutions

- Home
- Household Move
- Corporate Relocation
- Specialized Transportation
- International Relocation
- Inside Atlas

[Request An Estimate](#)
[Find An Atlas Agent Near You](#)
[Track Your Shipment](#)



Track Your Shipment

ASIST - Atlas System for Internet Shipment Tracking

Track Your Shipment - Atlas ASIST

Corporate Shipments

Login with your Atlas-assigned User ID and password to track multiple shipments.

User ID: Password: [change password](#)

Home / Individual Shipments

Enter your last name and registration or GBL number to track your shipment.

Last Name:

Reg #: or GBL #:

Your registration number can be found in the right-hand corner of your Bill of Lading.
If you don't have your Bill of Lading, you may contact your Atlas representative.

If you have any questions or comments regarding this system,
e-mail or call the Atlas Helpdesk @ 800-638-9797 ext. 2900.

Inside Atlas | Site Map | News Room | Contact | Customer Service | Trace Shipments | Privacy Statement

Done

Start Novell ... Microso... AtlasH... Atlas - ... Atlas ...


AOL Search Go 98% 12:24 PM



Supporting Military Families

ASIST (Atlas System for Internet Shipment Tracking)


Atlas ASIST - Individual Shipment Tracking - Microsoft Internet Explorer



integrity | quality | solutions

- Home
- Household Move
- Corporate Relocation
- Specialized Transportation
- International Relocation
- Inside Atlas

[Request An Estimate](#)
[Find An Atlas Agent Near You](#)
[Track Your Shipment](#)



Track Your Shipment

ASIST - Atlas System for Internet Shipment Tracking

Your Shipment Report

(HL. [redacted]
(GBL #: Z'
Shipment Status:
In Transit

.....
Contact (origin):
1153 COMMERCIAL AVENUE
Oxnard, CA 93030
(805) 483-2497

Contact (dest.):
SIT
Newport, RI 02840
(616) 235-1015

Your shipment status

Agreed Pickup Spread: 5/15/2007 - 5/15/2007
Loading Date: 5/15/2007

Current Location: In Transit Near Oxnard, CA

Agreed Delivery Spread: 6/6/2007 - 6/6/2007
Actual Delivery:

Proof of Delivery:

Your Atlas agent

Agent Name: NMS MOVING SYSTEMS, INC. (2015)
Agent Phone: (805) 483-2497

Assigned Driver: [redacted]

Inside Atlas | Site Map | News Room | Contact | Customer Service | Trace Shipments | Privacy Statement
Atlas Canada | Cornerstone Relocation | Avail Resource Management | BDS Worldwide | Atlas Travel
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Done Start Nov... Atla... Atla... unit... Micr... Atla... AOL Search Go 100% Trusted sites 8:11 AM



Supporting Military Families

On-line Claims Filing

www.atlasworldgroup.com

- Shortens the filing time

- Automatic on-line confirmation

- Claims status updates to customers

- Customer Service support





Supporting Military Families

Labor Certification Program

Permanent New Hires

Background Checks To-Date: 8,394

Eligible: 92%

Ineligible: 6%

Decisional: 2%

Training is Simple:

Choice Point Direct or On-Line.

Mandatory requirement of Atlas World Class Commitment Quality Performance Program



Supporting Military Families

Atlas Academy

■ Training

- ☐ 125 training programs online training
 - Customer service
 - Technology training
- ☐ Webinar
- ☐ Military Handbook
 - Military Rules
 - Customer Service
- ☐ Outside training



Supporting Military Families

Atlas Academy

Atlas World
News and Information

Everyone knows the military has a language all its own. Undaunted by acronyms and abbreviations, Atlas agents learned to "talk the talk" at special training events held during February and March in Evansville, Indiana.

"Our agents told us they want opportunities to become more proficient in their service to the military, and we answered," says Rick Phillips, Atlas Assistant Vice President of Government Business. "We plan to provide more learning opportunities like this in the future to help Atlas agents increase military business and to prepare them for Families First."

military terms and now feel confident to go to the bases and get the business."

"Very informative," says Rob Shetler, Shetler Moving & Storage of Ohio, Inc. (1831). "Every military approved agent should go through this training."

According to Laurie Fellwock, Director of Government Business, the training is part of an ongoing effort to help agents improve customer service and enhance their business potential in the military sector.

"We are committed to providing the help our agents need to succeed in the military arena," says Laurie. "We

JPPSO...CPPSO...PPSO...PPO...TMO? Workshop Translates Military Lingo

Atlas hosted the Certified Military Mover (CMM) course at the Holiday Inn Conference Center on February 20-22 and March 20-22. Attendees learned much more than terminology. They gained perspective on how the military operates, including up-to-date information on the new Families First program...rules and regulations governing traffic management...an overview of the Tender of Service.

The events featured an added benefit: they were led by Ron Conardy, President of Transportation Management Training.

"Ron has a long history with the military and working with relocating personnel," says Rick. "He was able to provide great insights from the military's point of view."

Agents found their participation to be a good investment. "I gained a lot of confidence," says Mike Johnson, Spirit Movers, Inc. (1818). "I've heard all the

published the Atlas Military Handbook last year and now we are providing this training opportunity...we will look for more opportunities in the future."

Ron Conardy is recognized as an expert in the transportation of personal property for the military. His 22 years of experience in the Marine Corps include positions of Traffic Management Officer and Master Training Specialist. In 1993, he earned the distinction of "Instructor of the Year." Ron participated in personal property reengineering efforts in 1995, while working in the Office of the Assistant Secretary of Defense, Transportation Policy. In 1996, he left the military and started Transportation Management Training to serve clients in both the public and private sectors. He is a member of the National Defense Transportation Association.



Atlas agents take part in training to gain proficiency in serving military customers. The training sessions took place during February and March in Evansville, Indiana.



Supporting Military Families

Improving Customer Satisfaction



■ Changing How Business is Processed



□ Move Management

- These are the customer support people
- Traditionally design for Account business
- For customers and consumers requiring additional services




Supporting Military Families

Improving Customer Satisfaction



■ Changing How Business Is Processed

- Recently one of Atlas largest Accounts  led avail **"2006 Delivering More Award"**

- "Service above and beyond the call of duty"



Supporting Military Families

Improving Customer Satisfaction



■ Changing How Business Is Processed

□ Since 2004  has serviced the JPPSOs' relocations needs for military families

- Customer follow up
- Shipment Tracking
- Document Tracking
- Survey follow up



Supporting Military Families

Improving Customer Satisfaction



■ Changing How Business Is Processed

- ☐ Families First,  will handle the relocation of all military families



Supporting Military Families

Improving Customer Satisfaction

■ Customer Satisfaction

- ☐ Where does it begin
- ☐ Making a commitment
 - Commitment; June 2003
 - ☐ Atlas replaced the Corporate theme on the Headquarters bill board
 - ☐ Pride with employees
 - ☐ Community



Supporting Military Families

Improving Customer Satisfaction



Supporting Military Families

Improving Customer Satisfaction



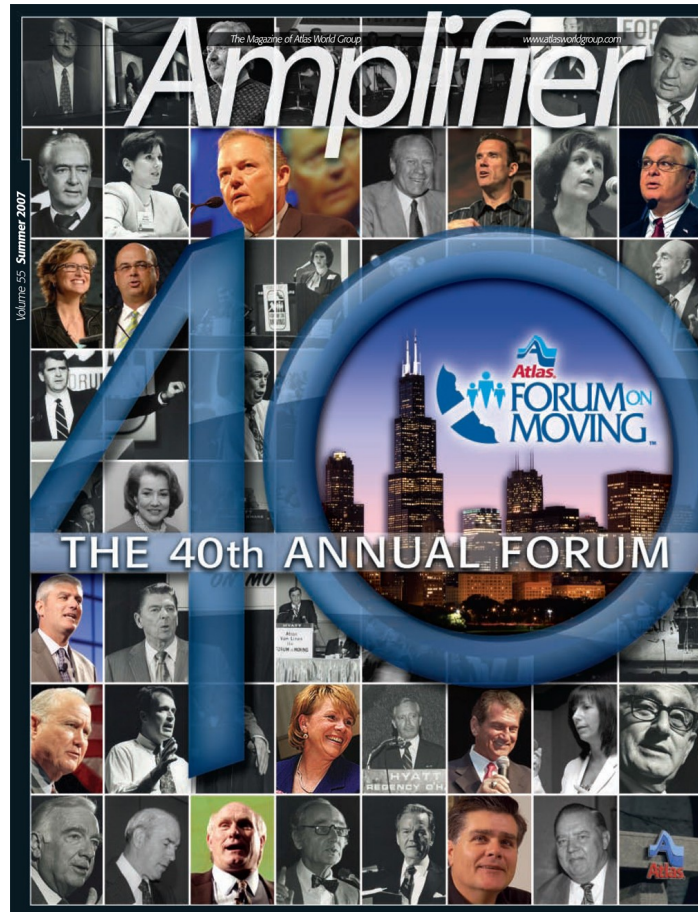
Supporting Military Families

Improving Customer Satisfaction



Supporting Military Families

Improving Customer Satisfaction



Supporting Military Families

Improving Customer Satisfaction

Atlas World
News and Information

Keep our service men and women in your heart.

The entire Atlas family wishes to express gratitude and appreciation to the courageous men and women who serve our country in the armed forces. In particular, we ask you to keep the following employees and members of our agent families in your thoughts and prayers.

Atlas Associate	Service Member	Relationship	Atlas Associate Position
Doug Auld	Travis Auld	Son	President and COO, Atlas Van Lines (Canada) Ltd.
Roger Babbitt	Kevin Lacy	Brother-in-law	President, NMS Moving Systems, Inc. (1533)
Soree Bailey	William B. Bailey	Son	National Account Sales Manager, Nelson-Westerberg of Georgia, Inc. (1517)
Id Bean	Will Bean	Son	Van Operator, Ace Transfer & Storage (1406)
Sue Chandler-Beck	Christopher Beck	Stepson	Director, Corporate Meetings, Headquarters
Rick Brimley	Don Alfred	Son-in-law	Vice President & General Manager, Mountain States Moving & Storage (1455)
Jennifer Britt	John Fox	Brother-in-law	Lead Coordinator & Router Editor, Headquarters
Dawn Brittingham	Jeffrey A. Brittingham	Stepson	Corporate Account Sales, Ace Relocation Systems, Inc. (8)
Frank Budd	Steve Budd	Nephew	President, Myers Transfer & Storage Systems, Inc. (1950)
Ross Busch	Andrew Busch	Brother	Atlas Van Operator, Croft & Smith Moving & Storage (646)
	Brenda Busch	Sister-in-law	
Wesley L. Busch	Andrew Busch	Son	Atlas Van Operator, Croft & Smith Moving & Storage (646)
	Brenda Busch	Son	
Willie Borden, Jr.	Actively serving		Atlas Van Operator, Ace Relocation Systems, Inc. (15)
Ron Bowman	Ronny Bowman	Nephew	General Manager, Lee Moving & Storage (1317)
	Rich Bowman	Nephew	
Doris Cash	Charles West	Son	Administrative Assistant, Bluff City Transfer & Storage Co. (440)
Mary Chapman	Larry Houston	Brother	Team 2 Billing/Entry Clerk, Headquarters
Joel Cohen	Aaron Pierce	Nephew	Atlas Van Operator, Thomas Transfer & Storage Co., Inc. (2006)
JoAnn Curl	Steven James	Nephew	Van Operator Qualification Coordinator, Headquarters
	Joseph Carl	Nephew	
Buddy Dawson	Joe Dawson	Son	Vice President & Sales Manager, Coastal Van Lines, Inc. (614)
Adam Dineen	Adam Dineen, Jr.	Son	Atlas Van Operator, Lee Moving & Storage, Inc. (1317)
Richard Eberick, Sr.	Richard Eberick, Jr.	Son	Atlas Van Operator, Ace Relocation Systems, Inc. (25)
Frances Farthing	Charles Farthing	Husband	QA & Dispatch, Reads Moving Systems of Norfolk (1725)
Zane Green	Russell Green	Son	Operations Manager, Ace Relocation Systems, Inc. (8)
Susan Gargulus	Bryce Gargulus	Son	On-Site Coordinator at AmeriCorp Relocation, Ace Relocation Systems, Inc. (66)
Hazel Powell Hill	J. Keith Powell	Grandson	Sales Representative, Ace Transfer & Storage Co. (1406)
Thomas W. Hoffa	Keith W. Hoffa	Son	Warehouseman, Collins Brothers Moving Corp. (547)
Elizabeth Iddings	Thomas Iddings	Son	President, Capital Moving & Storage (562)

In highly visible and public support of citizens who serve—or have served—in the military, Atlas dedicates two billboards to honor these brave men and women for their sacrifice. The billboards are located on U.S. Highway 41 outside the Atlas corporate headquarters in Evansville, Indiana.



To all of our soldiers, past and present...

Atlas we honor you.

Atlas Associate	Service Member	Relationship	Atlas Associate Position
Mary Joannes	Kelli Lindner	Nephew	Sales, Reads Moving Systems of Florida, Inc. (1724)
	James Hobby III	Stepson	
Brad Keller	Bradford Keller	Son	Residential Sales, Ace Relocation Systems, Inc. (75)
Cecil "Buzz" Kelley	David Michael Kelley	Son	Atlas Van Operator, Poplar Bluff Transfer Co., Inc. (1624)
Jossey Latham	Justice Severs	Brother	Senior Internal Audits, Headquarters
Theresa Lillco	Bob Lillco	Husband	Sales Coordinator, Ace Relocation Systems, Inc. (43)
Greg Martens	Michael Martens	Son	Relocation Coordinator, Ace Relocation Systems, Inc. (64)
Christa McCraw	Tom E. Evans	Fiance	Credit and Collections, Headquarters
Jack Miller	Jack A. Miller	Son	Van Operator, Intach Movers, Inc. (1130)
Robert (Bob) Moffett	Keith Moffett	Son	Dispatcher, Commercial Storage & Distribution Company, Inc. (572)
	Kevin Moffett	Son	
	Robert Moffett	Son	
	Rodney Moffett	Son	
Larry Neidinger	Alan Neidinger	Son	Director, Planning & Projects, Relocation Services Group, Headquarters
Mike Quigley	Robert Lee Warren	Cousin	Ace Relocation Systems, Inc. (75)
Beverly Rockhold	Jared Mount	Son	Corporate Counselor, Home Moving & Storage (1111)
	Joshua Mount	Son	
Theresa Russell	Justin Mayer	Step-brother	Bookkeeper, Roush Moving & Storage, Inc. (1773)
	Sevens Washechek	Brother	
Bonnie Sabo	Michael Hannah	Nephew	Web Programmer, Headquarters
	Jay Hill	Nephew	
	Rick Hill	Nephew	
Joe Singleton	Don Gallo	Brother-in-law	President, Able Moving & Storage, Inc. (285)
Ronnette Synovec	Richard Synovec	Husband	Supervisor of Accounts Receivable, Ace Relocation Systems, Inc. (99)
Mike Townsend	Actively Serving		Mechanic, Atlas Terminal
Cassandra Twist	Vigi Leonard	Cousin	Revenue Accounting, Ace Relocation Systems, Inc. (75)
Mike Washechek	Scott Washechek	Son	IT, Maritime Development, Headquarters
Christie A. Willet	Joseph E. Willet	Son	Maintenance, Headquarters
Debbie Wright	Lance Barela	Daughter	Sales Coordinator, Atlantic Relocation Systems (1427)
Robert Wright	Lance Barela	Daughter	Sales, Atlantic Relocation Systems (1427)

These names are the individuals who have been brought to our attention. Please e-mail any additions to Sara DeWitt at dsara@atlasking.com. The Amplifier publishes this show of appreciation in every issue.



To all of our soldiers, past and present...

Atlas we honor you.



Supporting Military Families

Questions



Supporting Military Families

Lieutenant-General Lord Chelmsford,
Commanding British forces, the night
before the invasion of Zululand.

“My only fear is that the
Zulu will not fight”



Supporting Military Families

Lieutenant General
Lewis B. “Chesty” Puller USMC

“We are surrounded...
That simplifies our
problem”



